MINUTES: September 17, 2014

MEETING: Daytona State College
District Board of Trustees

PLACE: Daytona State College
Daytona Beach Campus
Building 100, Room 402L
1200 W. International Speedway Blvd.
Daytona Beach, Florida

PRESENT: Dr. Carol Eaton, Corporate Secretary/President
Mr. Lloyd Freckleton, Chair
Mrs. Forough Hosseini, Vice Chair
Mr. Bob Davis
Mr. Stanley Escudero
Mr. Brad Giles
Mrs. Mary Ann Haas
Mrs. Betty Holness
Mr. Garry Lubi
Mrs. Anne Patterson

Board Meeting began 2:02 p.m.

I. CALL TO ORDER
Mr. Freckleton called the meeting to order at 2:02 p.m. and welcomed new trustee, Mrs. Anne Patterson.

II. ROLL CALL
All trustees were present.

III. PUBLIC PARTICIPATION
Mr. Freckleton inquired if there were any members from the public that requested time to appear before the Board. No requests had been received.

IV. CONSENT AGENDA
A. Approval of 6/19/14 Regular Board Meeting Minutes
B. Approval of 8/14/14 Regular Board Meeting Minutes
C. Approval of Affiliation Agreements
D. Approval of Agreements
E. Approval of Budget Amendments
F. Approval of Deletion of Inventory Items
G. Approval of Human Resource Recommendations
H. Approval of Out of Country Travel Request - Moore
I. Approval of Out of Country Travel Request – May, Hensler, Gromoll
J. Approval of Out of District Field Trip Requests

Mr. Freckleton asked if there were any items trustees would like pulled from the Consent Agenda for further discussion. No requests were made.

**MOTION:** (Haas/Holness) The District Board of Trustees approve the Consent Agenda. Motion carried unanimously.

V. TIME RESERVED/PRESIDENT

A. President’s Update

Dr. Eaton welcomed Mrs. Ann Patterson who attended a new trustee orientation session with the executive staff the day before. Dr. Eaton reviewed information provided to the Board which included a revision to page 74, Fast Facts 2013-2014 brochure, and a copy of the In-Motion student newspaper. She shared the finance and enrollment presentation formats have been updated and there will not be a Foundation update this month because the Foundation staff are preparing for the Gala.

Dr. Eaton highlighted her activities since the last Board meeting which included attending the Center for Business Excellence Board of Directors Meeting; luncheon with Dr. William Schildecker in Oak Hill. She explained each semester she and other employees are stationed at various locations on campus to welcome and assist students at the beginning of the fall and spring semesters. She attended the Team Volusia Board of Directors meeting and a Team Volusia prospect visit, Council of Presidents Steering Committee, and participated in the Marc Bernier Show held at the News-Journal Center. She attended DSC Women’s Volleyball game and shared the team is doing well and is currently ranked 6th in the nation. The Facilities Planning Advisory Council continues to meet and Dr. LoBasso will provide an update under his time. Dr. Eaton was guest speaker at the Ormond Beach Chamber Economic Development Committee and the Grand Haven Women’s Club; attended the Hotel & Lodging Association’s Annual Employee Appreciation Luncheon, 7th Annual Policeman’s Ball; and visited with Senator David Simmons to discuss next year’s legislative requests.

VI. FINANCE

A. Executive and Financial Summaries as of 8/31/14

Ms. Isalene Montgomery, Vice President for Finance, presented the financial reports for the period of July through August 2014. She reviewed Fund 1 operating revenue budgeted for tuition and other student fees, state revenue and other revenue and revenue received year to date; and Fund 1 operating expenses budgeted and what has been spent year to date in the categories of personnel, current expenses and capital outlay.
She reviewed the actual fund balance per the Annual Financial Report 6/30/14 which included reserves for encumbrances, rollover funds, Board designated reserves, funds designated for the ERP, and the five percent state mandated fund balance; and compared operating revenue and expenses to the previous fiscal year.

Ms. Montgomery provided an analysis of the 2014/2015 funding for major construction projects and explained there is currently $10.8 million uncommitted and discussed funding for the new classroom/student center building. Reviewed the proposed schedule for capital outlay projects for 2014/2015 that includes seven major projects of which five are scheduled for completion in the fall. The new classroom/student center building and ERP are projected over a three to five year period. ERP funding is included in Fund 7, along with construction projects, because it is considered a capital project and depreciates like other assets.

B. ACH/Wire Transfers/Checks Issued Greater Than/Equal to $50,000 – August 2014
Ms. Montgomery presented as information for the period of June through August 2014.

C. Approval of Tuition Exemptions, Waivers and Receivables
Ms. Montgomery presented for approval.

MOTION: (Escudero/Haas) The District Board of Trustees approve the summary report of tuition exemptions, waivers, and receivables, as presented. Motion carried unanimously.

Ms. Montgomery explained the Annual Financial Report has been submitted to the State and has been reviewed with no exceptions. She reviewed the comparison of operational revenue from 2012-2013 to 2013-2014 which decreased by $0.2 million due to an enrollment decline; nonoperating revenue increased by $4.4 million due to changes in noncapital state appropriations, increase in gifts and grants, and the dissolution of the ATC. The 2013-2014 operating expenses closely mirrored 2012-2013 due to college-wide implementation of cost saving measures. Reviewed comparison of assets and liabilities, and total net position of the College; five-year trend analysis of assets and liabilities from 2009-2010 through 2013-2014. Discussed the 2011-2012 liability increase due to a change in the Foundation’s investment firm; and shared the five-year trend analysis of the net position of the College.

Mr. Giles commented on the Thermal Energy Storage Tank and how the College should see lower operating expenses for this area. Dr. Eaton also
shared there will also be savings with the installation of a new HVAC system at the News-Journal Center.

VII. CHIEF OPERATING OFFICER/PROVOST
A. Presentations:
- **Marketing Highlights**
  Dr. Tom LoBasso, Chief Operating Officer/Provost, introduced Ms. Laurie White, Director of Marketing, who provided a Marketing update to the Board. Ms. White reviewed reasons for choosing Daytona State and the marketing strategies that embody these reasons which included television and radio, web presence and online ads, newspaper and magazines, billboards and buses, and direct mail. Viewed a Get There Faster video that was created for television and YouTube. She reviewed results of marketing efforts, types of advertising done in 2013-2014 and how students hear about Daytona State. The Marketing Department promotes the College’s reputation and quality through positive news stories and award winning marketing materials. She shared a sampling of budgets from colleges that are active in the region and how they compare to Daytona State. Marketplace challenges consisted of near-flat population growth rates, smaller/flat pool of high school graduates, career/job opportunities are still down from the recession, state budget has tightened and community colleges across the U.S. have seen enrollment drops for the past four to five years. The Marketing Department will continue to strengthen positive brand perception through a mix of tools; connect to main drivers for enrollment; and deepen community connection by support of admissions, foundation and president’s outreach. She shared a booklet that highlighted various marketing materials produced in 2014.

- **Facilities Planning Advisory Council Update**
  Dr. LoBasso presented an update on the work of the Facilities Planning Advisor Council (FPAC) that meets monthly. He reviewed the timeline for the new classroom/student center building and explained at the direction of FPAC the College has reposted the RFQ to obtain more submissions for the architectural firm and have short-listed three firms to be interviewed. The process has begun to prepare a Castaldi report for the Theater Center building that will determine the building is not cost-effective to renovate and is the first step in the process to relocate the new building. Dr. LoBasso explained in October the College will begin the development of the next five-year Plant Survey of Need based on data received from Tallahassee and how this information will feed into the Master Plan. In November/December he anticipates the Board will provide direction on the location of the new building based on the Castaldi report and information from the architectural firm. Once the
direction has been established the staff will work on the back of book request to transfer funding to the new site location. The architectural firm will make a recommendation on the site for the new building and will be presented to the Board for approval. He stated if the best location for the new building is the current location of Building 110 there are challenges associated with that site because of funding used to renovate the building, and discussed options if this site was chosen. He shared the Plant Survey of Need will be completed in March and presented to the Board for approval and submitted to the state. The next step will be to begin working on the Master Plan and how this new building will fit into the future plan of the institution.

Dr. LoBasso explained the Master Site Plan is a separate process and will begin advertising in January for an architectural firm. He anticipates the designing of the plan to begin in April with input from the Board and the community. He reviewed the timeline for the new classroom/student center that included programming, design and construction with anticipated occupancy in the Fall of 2018.

Dr. LoBasso shared information on text messaging surveys recently implemented that will assist with customer service. Students are texted a three question survey the same day after they have visited a student services office. To date 2,282 individuals have been sent surveys and 313 responses have been received which is a 12% response rate. The survey asks customers to rate staff members on their professionalism, courtesy and knowledge; about the time it took to complete their visit; and the third question is open ended so customers can comments. He shared a sampling of encouraging comments and those that needed follow-up on an issue or concern. Those that had an issue or a concern received a follow-up call. He also explained that students withdrawing from a course are asked a series of questions so the College can receive and use this feedback.

VIII. ACADEMIC AFFAIRS
A. Presentations:
   - Academic Department Assessment
     Dr. Amy Locklear, Vice President for Academic Affairs, reviewed the academic assessment process which has many data elements in the process and explained every course measures student learning outcomes. She reviewed data collected and how it is evaluated at different levels by faculty, department chairs, academic administrators, and advisory committees. The three types of reviews are Assessment Day, Academic Success Committee Review, and Instructional Program Review. Assessment Day involves the program chair and faculty who will review data to determine where students are succeeding or not and discuss improvements. The Academic Success Committee
Review is a subcommittee of the Planning Council and looks at the quality of the assessment process overall. The Instructional Program Review is a higher level review conducted by the Planning Council’s Instructional Program Review Committee (IPRC), which includes faculty and staff throughout the College, and is done every three years. The IPRC reviews various program data such as enrollment, retention, completion trends, job placement trends, cost, and curriculum changes.

- **Student Support Services Program**  
Dr. Locklear introduced Ms. Akeima Guinyard, Associate Director, TRiO Program, who reviewed the eligibility requirements of the TRiO program, tutoring services offered; cultural enrichment opportunities; and program services which included academic advising, personal and career counseling, financial aid, workshops and mentoring. She shared participants are required to meet with their counselor throughout the semester, and complete two workshops and one cultural enrichment activity by the end of the semester. Viewed a short video on the TRiO Student Support Services program and discussed how students learn about the program.

**IX. STUDENT DEVELOPMENT**

**A. Enrollment Report**  
Mr. Buck James, Vice President for Enrollment and Student Development, reviewed the comparison of fall enrollment head count and fee paying FTE to the previous year; enrollment by age and ethnicity for the Associate of Arts, Associate of Science, Bachelor and Postsecondary Adult Vocational (PSAV) areas; and number of international students attending on student visas, their countries of origin and programs of study. He reviewed new student enrollment from 2012-2014 for dual enrollment, First Time in College (FTIC), and transfers in-state and out-of-state. He shared highpoints of the past year which included implementation of the development education changes, enrollment growth in bachelor degree programs, vocational programs, and English as a Second Language (ESOL) program. Regional campuses have increased enrollment and the Come Back Program was initiated to reach out to students to complete their degrees. He reviewed areas for improvement that included building FTIC enrollment, encouraging students to take more credit hours, removing barriers to enrollment and consistently provide exceptional student services. He highlighted the accomplishments of the student services area during the peak enrollment period; and explained of a new software service called TurboVote that will help students register to vote and provides information about upcoming elections.

**X. MONTHLY STATUS REPORT**

**A. Foundation Update**  
No report.
XI. TIME RESERVED/BOARD CHAIR

A. Board Chair's Update

Mr. Freckleton shared the ribbon cutting for the Flagler/Palm Coast Campus new building was a wonderful event last month. Thanked the Board for entrusting him to be the Board Chair.

B. Approval of Resolution of Appreciation

Mr. Freckleton read the following resolution of appreciation for Mr. Mori Hosseini into the minutes:

WHEREAS, Mr. Mori Hosseini has been longtime friend and advocate of Daytona State College and the Volusia/Flagler County area, and recognized for his countless professional, industry, civic and personal contributions to the College, the community and the State of Florida in general; and

WHEREAS, he has been a champion of higher education and workforce training, promoting their intrinsic relationship with economic development; and

WHEREAS, his stature in the community has opened new doors for the College and helped cultivate initiatives that are critical components of the College’s mission; and

WHEREAS, through his leadership and influence Daytona State College has been allocated over $12.5 million in PECO (Public Education Capital Outlay) allocations for the 2014-2015 budget year, including $8 million earmarked for a planned student services classroom building on the Daytona Beach Campus, $3.8 million for building renovations and remodeling, and $667,000 for maintenance and repairs; and

WHEREAS, through his generous donation to the Daytona State College Foundation, the institution was able to build the Mori Hosseini College of Hospitality and Culinary Management in 2007, a 23,000-square-foot facility that has become a campus landmark and training ground for students seeking careers in our area’s most vital industry; and

WHEREAS, as Chairman of the Board of Governors of the State University System he works tirelessly to ensure Florida students, families and citizens know that an investment in our higher education system is the best investment that can be made with public or private dollars; and

WHEREAS, he is committed to safeguarding the affordability of a college education in Florida, with a commitment to preserving the integrity of the state’s 2 + 2 system; and
WHEREAS, he will forever be a lifelong friend of Daytona State College and the Florida College System.

Now therefore be it resolved that this Resolution of Appreciation for Mr. Mori Hosseini be read into the official minutes of the September 17, 2014 meeting of the Daytona State College District Board of Trustees and that a signed copy of this document be presented to him at an appropriate time.

MOTION: (Haas/Lubi) The District Board of Trustees approve the resolution of appreciation for Mr. Mori Hosseini. Motion carried with Mrs. Hosseini recusing herself.

C. Board Professional Development Opportunities
Mr. Freckleton presented for the Board’s information.

XII. TIME RESERVED/CONSTITUENT HEADS
Reports were presented by Dr. Ron Eaglin, Administrative Council President, Ms. Shannon Murdock, Career Employees Association President, Mr. Rich Valloro, Faculty Senate President, Ms. Jo-Ann Halloran, Professional Council President, and Mr. Austin Albro for Ms. Catherine Sylvester, Student Government Association President.

XIII. TIME RESERVED/BOARD MEMBERS
Mrs. Patterson stated she would be interested to know if amount of time it takes to assist a student is affected adversely by some language barriers.

Mr. Lubi applauded the use of the Master Plan as the guide in moving forward and ties into the budget and investment decisions that are made. Was interested to learn more about the Call Center and may look at best practices that might help with retention and enrollment. Applauded the efforts of the staff involved in the TriO program and assisting at-risk students.

Mrs. Holness appreciated the presentations on the Marketing, TRiO program, and Texting Surveys and found it very informative. She was glad to hear how the College is reaching out to its customers and asking how it is doing.

Mrs. Haas welcomed Mrs. Patterson and thanked staff for providing detailed information in their presentations and answering questions.

Mr. Escudero appreciated Dr. Eaton reviewing the Foundation feasibility study individually with trustees and found it very informative. He thanked Dr. Eaton for her readiness to respond to questions about the Annual Financial Report and thanked Ms. Montgomery for providing the requested trend analysis information.

Mr. Davis welcomed Mrs. Patterson and thanked those who attended the Policeman’s Ball where they honored fallen Daytona Beach Police Department officers and their families. He shared of an initiative with unused cell phones and
if there was a need by students so they could receive text messages from the College. Mr. Davis requested the Pledge of Allegiance be conducted at the start of each meeting.

Mrs. Hosseini welcomed Mrs. Patterson and thanked Dr. LoBasso for implementing the texting survey and hopes with student input will help with retention and graduation. She found the TRiO program amazing and how important it was that people know about these programs. She asked about legislative funding that will be needed for the coming year and Dr. Eaton explained the remaining $18 million for the classroom/student center building is a priority. Renovation and remodeling is funded first, then next on the list the classroom/student center for the Daytona Campus and a building for the Deltona Campus.

XIV. ADJOURN
Mr. Freckleton adjourned the meeting at 5:01 p.m.